

# MARYLAND ZOO

## NEWS

**FOR IMMEDIATE RELEASE**

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### **PENGUIN PILS-NOW AVAILABLE IN CANS**

-- The collaboration brew from The Brewers Art and The Maryland Zoo enters a new phase --

**BALTIMORE, MD** – The Brewers Art and The Maryland Zoo in Baltimore are excited to announce that Penguin Pils, a beer with a mission, will be made more widely available with can distribution on July 1, 2017. Penguin Pils is a collaboration brew that sprang out of an idea to celebrate both the Zoo’s 140th and Brewers Art’s 20th anniversaries in 2016.

“Brewer’s Art is excited to expand upon their collaboration with the Maryland Zoo by offering Penguin Pils in cans this summer,” said Tom Creegan, owner of The Brewers Art. “The release of the draft version last year was very successful and now we can get the word and product out to the entire Baltimore Metro area. Cans are a great way to enjoy the beer, and the mobility of cans is perfect for the summer season.”

Penguin Pils is a crisp, light refreshing beer, perfect for summer sipping. Brewed with German Noble hops and American hop varieties at 4.5% abv, a portion of all sales of Penguin Pils will benefit The Maryland Zoo in Baltimore’s African penguin program. As another element of the collaboration, Hailey Lipocky, the Zoo’s Graphics Manager, designed not only the original Penguin Pils logo artwork, but also the new art for the Penguin Pils cans.

Penguin Pils was introduced, by what else – an African penguin animal ambassador – at the first tapping in May 2016 at The Brewers Art, 1106 North Charles Street. “Since last year, we have received a lot of compliments about Penguin Pils at a variety of different events, including Brew at the Zoo,” stated Steve Rosenfeld, assistant vice president of Institutional Advancement at the Zoo. “We have enjoyed our partnership and are happy to see it expand to an even wider audience.”

“We are also happy to announce a donation of \$2,000 to the Zoo from the proceeds of Penguin Pils since May 2016,” continued Creegan. “Working with Bond Distributing to place kegs of Penguin Pils at bars and restaurants has enabled us to support the Zoo in this way, and that is important to us who live and work in the community.”

“Bond Distributing is proud of its long-standing and ever-evolving relationship with the Maryland Zoo in Baltimore,” said Matt Crow, director of craft brands. “Working closely with Steve Rosenfeld and his team has allowed us to address the fundraising and visibility needs of the Zoo while bringing exciting activation of our brands onsite to zoo guests. From Brew at the Zoo, which has grown exponentially in recent years, to the 140<sup>th</sup> Anniversary Celebration and now Yoga at the Zoo, Bond Distributing and The Maryland Zoo in Baltimore epitomize the meaning of a true Charm City partnership!”

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The Maryland Zoo is home to North America's largest African penguin colony and penguin exhibit, *Penguin Coast*. *Penguin Coast* currently houses 87 African penguins with room for up to 100 of these endangered birds, and zoo staff support a number of conservation and research projects as well as public education programs on behalf of saving the species from extinction.

Penguin Pils is currently available on draft at the Zoo and the canned brew will be served at special events throughout the year.

### [About The Brewers Art](#)

Brewing beer in the heart of Mt. Vernon since 1996. This award winning restaurant and brewery works closely with several nonprofit arts, education, environmental and civic groups and is now branching out to the animal kingdom with the release of this Penguin Pils collaboration. For more information and menu, visit [www.thebrewersart.com](http://www.thebrewersart.com)

### [About Bond Distributing](#)

Bond Distributing is a 3rd generation, family-owned, full-service beverage distributor that is proud to be an integral part of all that is Baltimore City, Baltimore County, Howard and Carroll Counties, additionally serving Harford and Cecil Counties with our Extensive Craft Portfolio. This year marks 66 years in the business and we plan to continue for as long as beer is in demand!

### [About The Maryland Zoo in Baltimore](#)

Founded in 1876, The Maryland Zoo in Baltimore is the third oldest zoo in the United States and is internationally known for its contributions in conservation and research. More than 1,500 animals are represented in the Zoo's varied natural habitat exhibits in areas such as Penguin Coast, Polar Bear Watch, Maryland Wilderness, African Journey and the award-winning Children's Zoo. Situated in Druid Hill Park near downtown Baltimore, the Zoo is accredited by the Association of Zoos & Aquariums. For more information, visit [www.marylandzoo.org](http://www.marylandzoo.org).

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